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BuildersSourceBook.com,
HomeHomePage.com,
BuildersDepo.com

Executive Summary:

OLA, Inc.'s unique new business plan:
Taking the Home Builder / Home
Buyer Selection of "standards" &
"extras" into the virtual world of e-
commerce.

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The Old Way Vs. The OLA Way:

→ **Old way:** Visit the builder (*showroom-if any, after the home purchase Contract*), to make dozens of un-related selections to piece together Builder, Buyer, products, vendors, Job – Site, Etc.

→ **OLA way:** One stop coordination: management, purchasing, tracking, service, Etc. An EZ new virtual Showroom promoting the design, selection and fulfillment process with more and Better Standards & Extras. Boost sales in a 24/7 "showroom". Fix the current builder fulfillment market.

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Build It :

- ◆ Combination B-2-B (Builder - 2 - Supplier) , B-2-C (Builder to Customer) and B-2-M (Builder to Manufacturer) data base.
- ◆ On-Line Showroom for point of purchase product promotion, Q&A, design, & Selections.
- ◆ 24/7 , selections, payments, P.O., job-site tracking & contract management.
- ◆ Expand it to cover all coordination and communication from contract to closing to post-closing service, warrantee and extras.

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Data Base for E-Biz & Tracking:

Buyers: HomeHomePage.com NewHomeBuyers.com NewHomeSourceBook.com HomeOnLineAssistant.com NewHomeOnLineAssistant.com BuyersExtrasCenter.com	Selections: Virtual Showroom On Line BuildersDepo.com HomeBuildersChoice.com HomeBuyersChoice.com ExtrasSelections.com BuyersExtrasCenter.com	Manufacturers: For Example Only: Appliances: GE, Whirlpool Cabinets: KDA, Canac, Plumbing: Kohler, Moen Windows: Hurd, Windsor, Flooring: Manangton, Formica
Builders: NewHomeSourceBook.com Home...	OLA, Inc. The Company On Line Assistance Customer Service NewHomeOnLineAssistant.com BuilderOnLineAssistant.com OnLineAssistant.com 1-800-Not-Bull	Venders: For Example Only: Appliances: Abt, Sears, Cabinets: Plumbing: ...

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Benefits :

- ◆ Buyer: 1.) Shop-at-home, - 2.) 24/7 Showroom,
 - 3.) Virtual Design Center, - 4.) EZ Selections & Forms,
 - 5.) Pre-Purchase Standards & Extras pre-view,
 - 6.) 3rd Party “standards” & “extras” - 7.) Fair Pricing,
 - 8.) Guarantee & Warranties up-front & post closing,
 - 9.) Communications “hub” for buyer, designer, builder, product info and even family & friend.
- ◆ Builder: 1.) Boost Extras, 2.) Cut Staff, 3.) Cut sales office Cost, 4.) Inventory Control, 5). P.O. to Job-Site help.
- ◆ Vender/Manufacturer: 1.) Reach buyers, 2.) Market Info, 3.) All of the above - ease of process.

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Conclusion: *Let's Change The World...*

- ◆ A new OLA way to market and select products at the point-of-new-home-purchase – The Virtual Builder Showroom.
- ◆ A new OLA way to coordinate new home standard and extra products between buyer, builder, vender and manufacturer – E-Biz.
- ◆ A new OLA way for promotion to meet buyers and for their choices to be known.
- ◆ A new OLA e-standard for fractioned industry.
- ◆ For more information.....See next slide

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